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"INSIDE" IN BRIEF

Former USDA information official and "editor" of "Inside Information" honored by associates...annual outlook conference big USDA information event of year..."electronic mail" test readied by GPA and three agencies...and take a look at latest changes in "who's who" of USDA information officials.

* * *

FORMER "INSIDE" TAYLOR NOW ON ENVIABLE OUTSIDE

As Hal Taylor reported to you in the Oct. 24 issue of "Inside Information," he took that great leap to that great beyond known to most of us youngsters as "retirement." His last official day with USDA's Office of Governmental and Public Affairs was Oct. 31. Former associates of Hal, including many who preceded him into the life of retirement, joined together in USDA's prestigious Patio on Nov. 12 to give him and Marge Taylor a proper send-off.

Particularly appropriate to the occasion was the centerpiece--a large sheet cake with hot pink icing and carrying the words, "Inside Information" and at the bottom of the page (cake) a "30." Hal started "Inside Information" 2 years ago as an effort to draw all federal, state and land-grant university agricultural communicators closer together.

He attached so much significance to the newsletter that he continued to edit (and write most of it) the issues after he became USDA's director of public affairs last March. He threatened us by saying he would not retire unless we assured him that those remaining behind would continue to issue "Inside Information." (It's been a struggle, but here goes No. 1 of Volume 3.)

Any of you who could not be present at the Nov. 12 occasion here and wish to drop Hal a line or visit with him by telephone, he can be reached at 6608 Pinedale Court, Falls Church, Virginia 22041, (703) 256-7725.

* * *

"OUTLOOK '81" MEET HELD IN WASHINGTON

The annual outlook conference sponsored by USDA and its World Food and Agricultural Outlook and Situation Board will be well underway or completed by the time most of you read this edition. However, if you need to get copies of any speeches or program, get in touch with Jack Roney, information officer for the Board, or his assistant, Sally Michael, Room 3510-S (telephone 447-5447). Several other USDA information folks helped with planning and carrying out information support for the Nov. 17-20 economic conference.

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HOW TO GET INFO.
REVISED AND AVAILABLE

The latest, revised edition of "How to Get Information from the United States Department of Agriculture" is off the press. A copy is enclosed with this edition of "Inside Information." Anyone needing extra copies should contact Nancy Bevis, Room 407-A, or call 447-7454.

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ELECTRONIC MAIL
PROJECT READIED

GPA, in cooperation with three USDA program agency information divisions, is gearing up for a 3-month test of electronic mail. The three agencies are: Agricultural Marketing Service, Animal and Plant Health Inspection Service and Food Safety and Quality Service.

The test will be conducted between the three agencies' information staffs and GPA's News Center here in Washington, and between these headquarters offices and the five regional information offices in Atlanta, Chicago, Dallas, New York and San Francisco.

In addition to testing use of electronic mail to send news releases, reports and internal messages among these information offices, those involved in the test also will be able to electronically search and retrieve any UPI news story released to media (within minutes of release by UPI). The test will also involve use of word processing units (Lanier in GPA, AMS and FSQS, and Four-Phase in APHIS). The on-line test is scheduled to begin around January first.

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FIRST DETAIL REPORTS
TO USDA NEWS CENTER

Bob Marshall, public information specialist with the Food Safety and Quality Service information staff in Washington, becomes the first person to begin a detail assignment with GPA in a revived program. One of the major objectives is to give agency information specialists experience in USDA's News Center and to bring an agency viewpoint to the departmentwide news operation. Bob's tour begins Nov. 17 and will last through Jan. 23.

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PRESSES ROLLING
ON AG YEARBOOK

The presses have begun to roll on the 1980 Yearbook of Agriculture. This year's subject is "energy." According to Claude Gifford, GPA assistant public affairs director for publications and special programs, USDA is expecting delivery of the completed yearbook around mid-December. Tentative date for the "unveiling" with appropriate ceremony is Dec. 16.

"Inside Information" is published by the Office of Governmental and Public Affairs for information officers and specialists in the U.S. Department of Agriculture, the state departments of agriculture, and the land-grant universities. Send contributions to Stan W. Prochaska, Acting Assistant Director of Public Affairs, Room 407-A, (202) 447-7454.